

Beauty and Personal Care Packaging in Saudi Arabia

June 2023

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Beauty and Personal Care Packaging in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Clean beauty trend also results in eco-friendly packaging
Cardboard tube packaging rides sustainability trend in beauty and personal care
New sustainability benchmarks in shampoo packaging

PROSPECTS AND OPPORTUNITIES

Saudi Arabian government's aims of cutting plastic waste result in action by industry players
Oral care packaging to see positive unit volume growth over the forecast period

Beauty and Personal Care Packaging in Saudi Arabia - Company Profiles

Packaging Industry in Saudi Arabia - Industry Overview

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Small pack sizes remain popular within non-alcoholic beer
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Falling demand for home care products in 2022 affecting usage of folding cartons

PACKAGING LEGISLATION

Saudi Arabia sets ambitious targets to tackle waste management crisis by 2030

RECYCLING AND THE ENVIRONMENT

Beauty brands are embracing sustainable packaging in Saudi Arabia

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